



# 2017 ANNUAL REPORT

*"Poverty is the greatest form of violence." Mahatma Ghandi*

[www.advancetheseed.org](http://www.advancetheseed.org)

# CEO's Message



Advancing The Seed, Inc. was birthed from a vision to combine my personal mission of helping others discover and walk in purpose, with my love for entrepreneurship, business development, and economic empowerment. I want to see individuals thrive in life so they are able to have greater impact in the world.

When we provide career pathways for youth and young adults through education, coaching, mentoring, access to job placement programs, and access to resources to start small business ventures, we can begin to change their economic outlook. Understanding business, economy, finances, and how it all ties to community is critical for the growth of individuals, families, and the communities they live in, especially those that are in low-income circumstances and just barely making ends meet.

I'm excited about our work at ATS and the lives we are impacting. Young people are our future and they are full of creative and innovative ideas, and I know that my purpose is to help harness and cultivate that natural talent, passion and drive into a confident individual who is ready to take control of his or her future.

I look forward to our continued impact in 2018!

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## Our Vision, Mission and Purpose

Our Vision is that all individuals are given access to opportunities that can lead to greater financial stability, and a thriving, purposeful life.

Our Mission is to develop strong leaders for business and community engagement so that they can create financial stability for themselves, their families, and their communities.

Our Purpose is to reduce poverty and allow underserved individuals to thrive.





# History

Advancing The Seed, Inc. is a 501(c)3 organization, whose vision is that all individuals, especially those considered at-risk, are given access to opportunities that can lead to greater economic stability, and a thriving and purposeful life. Our mission is to develop strong leaders for business and community engagement so that they can create financial stability for themselves, their families, and their communities.

At the heart of who we are, we exist to reduce poverty and create pathways to financial stability.

We believe that by equipping and empowering individuals, especially youth and young adults, through training, mentoring and coaching, they can take ownership of their financial future. Our goal is to also become a bridge to connect program participants to career pathways through workforce placement or business startup opportunities, as well as, social responsibility projects within the community. We know that this can only occur effectively by leveraging partnerships with local government, businesses and other nonprofits, to create opportunities that can lead to more equitable outcomes for underserved populations.

We seek to bring lasting transformation and measurable outcomes revolving around individuals learning to take ownership of their financial outcomes, and creating a future of economic stability and financial well-being for themselves, their families and their communities.



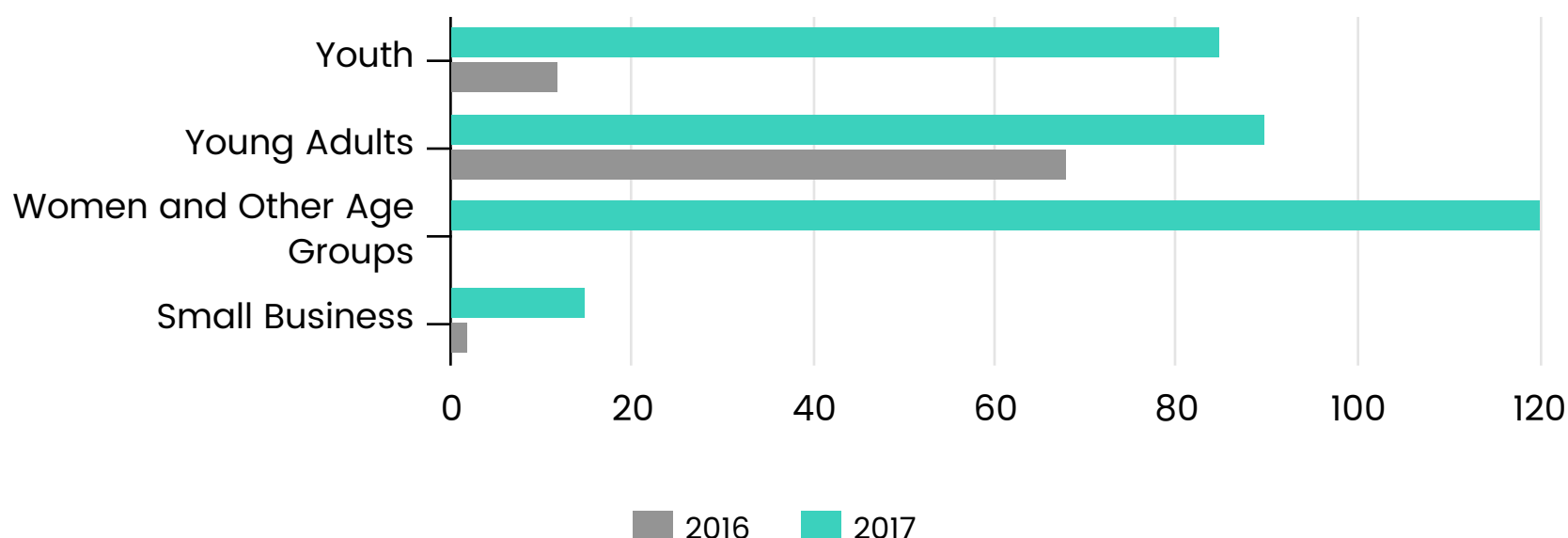
*I learned that it is about more than just making money [at a job], it's also about giving back and building a legacy. I want to do well so I can also give back to my community."*

*Fernando Fuentes, Advancing The Seed, Inc.  
Participant*



# Strategy

## Programs



## Reflecting on our Business

In 2017, we saw a significant increase in the number of individuals that we served through our programs compared to 2016. Our ability to serve more individuals was in direct relationship to our strategy to expand our reach through live events and the use of technology (digital marketing, video, and announcement of online workshops), as well as, expansion of both public and private partnerships, and advocacy work around poverty and increasing access to opportunities for minorities and low-income individuals.

Our focus in 2017 was to increase our service areas to include primarily underserved youth and young adults, with a secondary focus on women, and small business support. Our programs included workshops, coaching, and mentoring in the areas of financial literacy, entrepreneurship, leadership development, life skills, social responsibility, and public policy/advocacy.

In 2018, we are looking to triple the number of individuals that we serve, by broadening our activities in work readiness connecting young adults to gainful employment opportunities, helping individuals become "banked", and addressing broadband literacy among low-income households. All of these focus areas are closely related to overall financial "wellness."

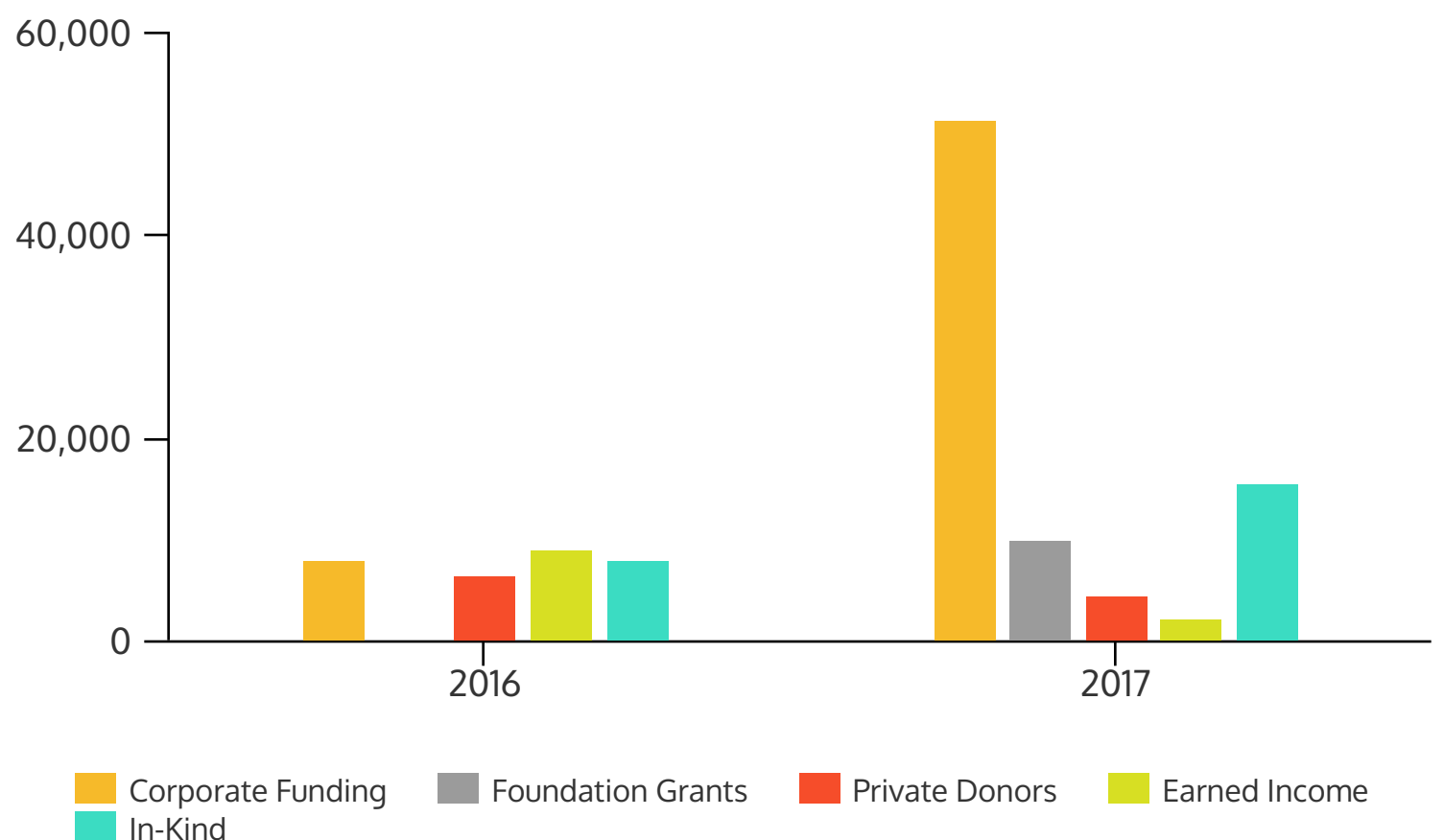


# Financials

## Financial Highlights

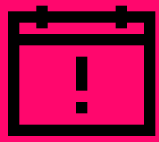
Our organization was started with initial seed funding of \$49,000 provided by the founders. As a startup business, the goal in the first 3-4 years is to create solid financial sustainability with a mixed revenue strategy, including grants, sponsorships, donations, and earned income. We are also focused on increasing capacity by implementing a streamlined process to more effectively utilize volunteers and contract staff versus adding permanent staff.

### Net Income



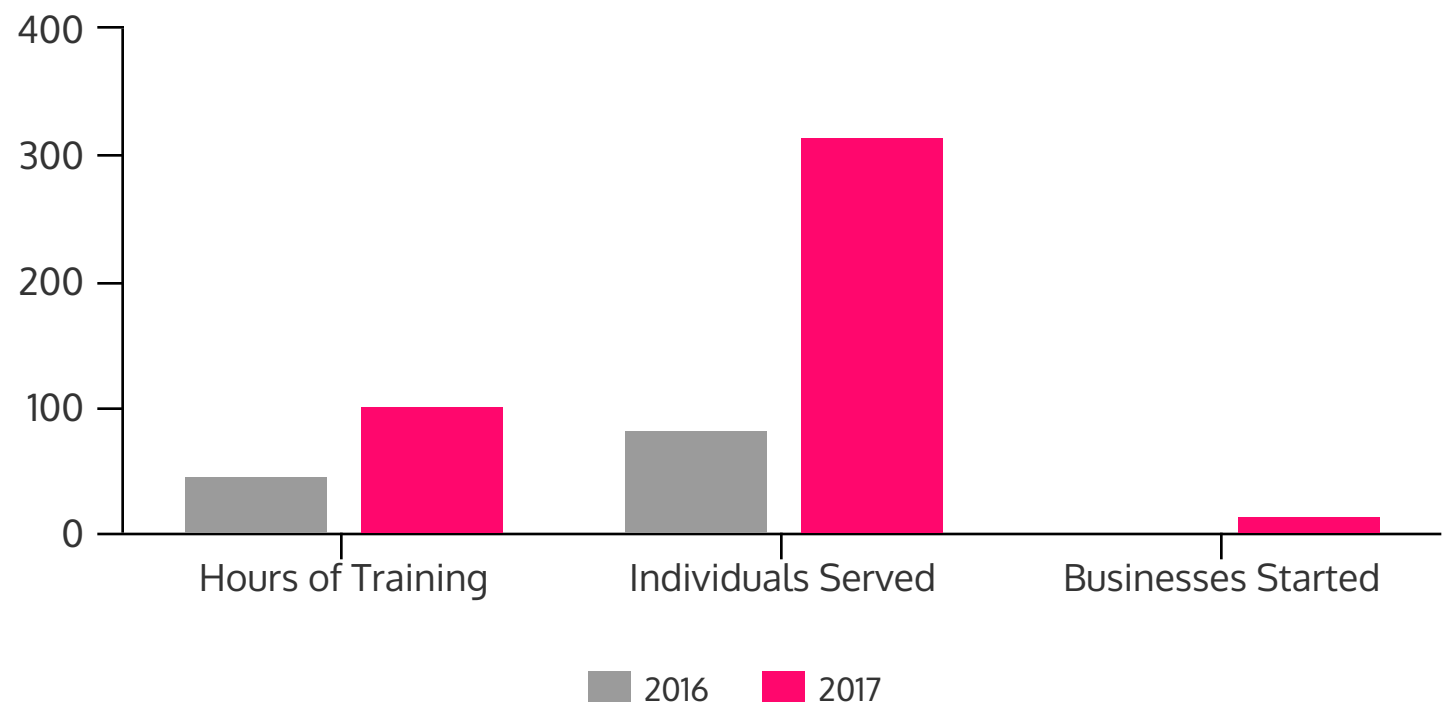
In 2017, Advancing The Seed received the largest amount of grant funding since our inception in 2015. **External funding from all sources totaled more than \$67,000, plus over \$15,000 of in-kind donations.** We also received our first foundation grant. Due to external partner contract constraints, we saw a decrease this year in earned income. Overall, our outside funding continues to improve. However, 2018 must include significant growth in all revenue areas. Our ability to serve more and have greater impact depends heavily on our financial growth.

We have accomplished much in a short time frame and with little budget, and while we are proud of this, it is imperative that we increase financial support and overall income.



# Impact

## Performance in the Last 2 years



## Overall Impact

Our overall impact in 2017 was significantly higher, especially in the number of individuals served. We more than doubled the amount of training hours provided from 46 to 102 hours. As a natural progression from teaching entrepreneurship and business development workshops, we had direct impact and involvement in the startup of 15 new business entities this year.

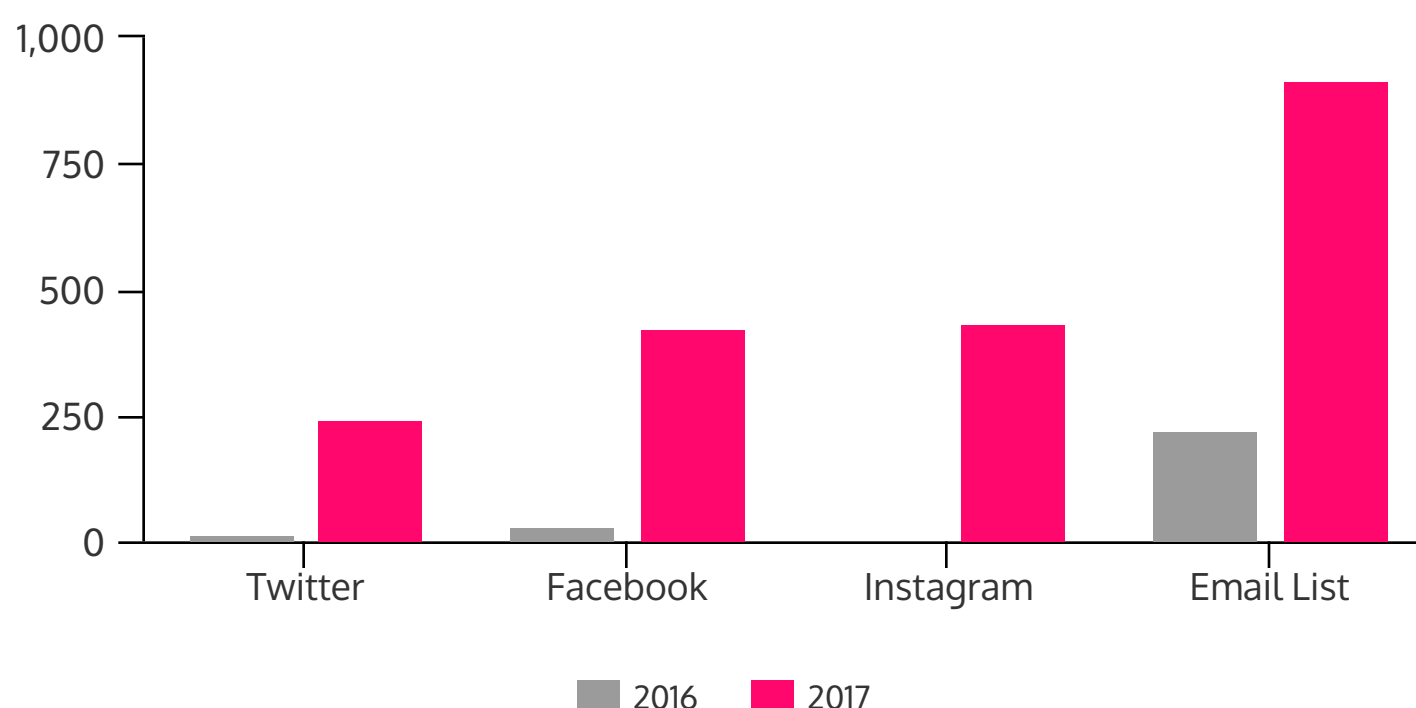
Our goal for 2018 is to at least triple the number of individuals served. We will do this by increasing the number of training hours delivered, extending our workshops and coaching programs to individuals through live and recorded webinars and online training courses, hosting more events, and extending our work into other counties and regions in California and beyond.

We will continue to expand our reach in the local regions through partnerships with youth centers, churches, schools and workforce programs serving youth and young adults throughout Orange and Los Angeles Counties.



# Marketing & Outreach

## Digital Outreach Growth in Past 2 Years



## Digital Media for Outreach

Our marketing and outreach strategy includes the tools of a digital age. While we spend time in the community, participating in meetings, and networking with peers, we also recognize the need to use technology to further our reach. 2017 saw a significant increase in our social media reach, as well as, our access to individuals via our cultivated email list.

As you can see in the graph above, we moved from none or very few followers on social media to over 200 on Twitter and over 400 on both Facebook and Instagram. These increases in social media outreach have resulted in volunteer and intern connections, increasing the capacity of our work. It has also positively impacted our online giving campaigns.

In 2018, we will continue to place focus on expanding outreach through digital media and growing awareness beyond our local physical reach.





# Other Activities

## Key Partnerships Established

- Institute for Healthcare Advancement
- Empowering a Billion Women (EBW2020 - Austin, TX)
- State of California - California Conservation Corps. (various sites/MOU signed)
- Norwalk-La Mirada School District
- La Habra Children's Museum
- Azuza Pacific University - Internships

## Organizations Joined

- Independent Sector
- National Diversity Coalition
- FDIC Money Smart Alliance
- CA Family Resource Association

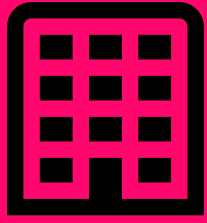
## Advocacy

- Attended over 15 meetings with federal, state and local legislators to discuss policy and advocate for greater economic equity for low-income individuals, minorities and at-risk/disconnected youth
- Attended over 10 corporate meetings with banks, utilities, and other sectors to discuss social responsibility, supplier diversity opportunities for minority and women-owned small businesses, diverse and inclusive workforces and executive boards

## In-Kind Support

Received the following in-kind donations to assist with our mission:

- Google G-Suite (value \$122K annually)
- Salesforce (value \$5K annually)
- Office and Meeting Space (value \$12.9K)



# 2017

# Funding Partners

## Banks

- Banc of California
- Royal Business Bank
- Banner Bank
- First Republic Bank
- Pacific Premier Bank
- Boston Private Bank

## Corporations & Small Businesses

- Advanced Business Strategies, LLC.
- Universal Medical Solutions
- Double Tree Norwalk (In-Kind)
- Above The Line Media Production (In-Kind)
- Salesforce for Nonprofits (In-Kind)
- Google for Nonprofits (In-Kind)

## Foundations & Other Nonprofits

- Union Pacific Foundation
- Institute for Healthcare Advancement (In-Kind)